

Message Text

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ACTION EB-07

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R 071000Z MAR 75

FM AMEMBASSY DAR ES SALAAM

TO SECSTATE WASHDC 7601

USDOC

INFO AMEMBASSY ABIDJAN

AMEMBASSY ADDIS ABABA

AMEMBASSY KINSHASA

AMEMBASSY LAGOS

AMEMBASSY LUSAKA

AMEMBASSY NAIROBI

AMEMBASSY PORT LOUIS

AMCONSUL ZANZIBAR

UNCLAS DAR ES SALAAM 0679

E.O. 11652: N/A

TAGS: BEXP, XA

SUBJ: FY 1975 TRADE PROMOTION PROGRAM FOR AFRICA

REF: STATE 048501, DAR ES SALAAM 2253 (NOTAL)

1. GIVEN APPARENT INABILITY OF EXIM TO PROVIDE FINANCING OF PROJECTS IN EAST AFRICA, TECHNICAL SALES SEMINAR ON MODERN PORT MANAGEMENT, (DISCUSSED IN PARA 9 OF DEPTTEL) WOULD BE, AT BEST, A MARGINAL ACTIVITY. IN VIEW FINANCIAL CONSTRAINTS ON EXPORT PROMOTION PROGRAM BUDGET, WE BELIEVE USDOC EXERCISED SOUND JUDGEMENT IN CANCELLING APRIL 1976 PORT MANAGEMENT SEMINAR SCHEDULED FOR DAR ES SALAAM.

2. HOPE USDOC WILL ENCOURAGE COMPANIES IN PORT MANAGEMENT AND RELATED CAPITAL GOODS FIELD TO ARRANGE VISIT TO ZANZIBAR, WHERE NEW PORT IS TO BE CONSTRUCTED, SHOULD THEY MAKE TRIPS TO AFRICA. AMCONSUL ZANZIBAR MAY WISH TO COMMENT ON UTILITY AND TIMING OF SUCH VISITS. AS ACTION ADDRESSEES MAY RECALL (SEE OUR REFTTEL) WE FOUND TIMING OF PORT MANAGEMENT SEMINAR EXCELLENT FROM STAND-POINT OF INTRODUCING US PORT SERVICES AND PRODUCTS TO ZANZIBAR
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GOVERNMENT.

3. WE ARE SURPRISED, GIVEN MAGNITUDE OF CUTBACK IN TRADE PROMOTION PROGRAMS, THAT TRADE CENTER OPERATIONS HAVE COME THROUGH COMPLETELY UNSCATHED WHILE ALL OTHER OVERSEAS PROMOTIONAL

ACTIVITIES HAVE BEEN SHARPLY REDUCED. TRADE PROMOTION SHOULD NOT, WE BELIEVE, BECOME EVEN MORE CONCENTRATED IN COUNTRIES WHERE TRADE CENTERS HAVE BEEN OPENED. US EXPORT PROMOTION ACTIVITIES HAVE DOUBLE UTILITY OF DRAWING ATTENTION OF AMERICAN COMPANIES TO NEW MARKETS WHILE, AT SAME TIME, CREATING GREATER AWARENESS IN HOST COUNTRY THAT US HAS POSITIVE INTEREST IN SERVING ITS MARKET. CONSEQUENTLY ALL MARKETS SHOULD SAVOR OUR TRADE PROMOTION ACTIVITIES AND WE REGRET TO SEE SHIFT IN EMPHASIS MORE AND MORE TO THOSE COUNTRIES WHICH HAVE TRADE CENTERS. WE HOPE THAT USDOC WILL RECONSIDER ITS DECISION TO NURTURE TRADE CENTERS TO DISADVANTAGE OF ALL OTHER MARKET INVESTIGATION AND TRADE PROMOTION ACTIVITIES.
CARTER

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